

## ABSTRACT

A bar code apparatus (22) includes a reflecting plate (44) having a main surface (44A), and a plurality of polarizing plates (80, 82, 86, 92, 96, 100, 102) arranged on at least a part of a plurality of areas defined with a predetermined interval and width on the main surface (44A), each having an axis of polarization equal to any of a plurality of different directions, and a code is optically transmitted by light beams reflected from areas of the surface (44A) on which the polarizing plates (80, 82, 86, 90, 92, 96, 100, 102) are arranged and areas on which the polarization plates (80, 82, 86, 90, 92, 96, 100, 102) are not arranged. The apparatus may further include a transparent cover member (42) of a color having similar hue to the polarizing plates.